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MARKET NEWS SERVICE ON FRUITS & VEGETABLES

MARKETING MICHIGAN CELERY
SUMMARY OF 1954 SEASON
by

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Benton Harbor, Michigan

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MARKETING THE MICHIGAN CELERY CROP
1954 Season

GENERAL COMMENTS:

F.o.b. market: Low to moderate prices with near average yields featured the 1954 marketing season. Market fluctuations were limited throughout the season. Early crop sales were slightly above 1953 but considerably below the 4-year average (1949-52). Late crop sales were somewhat below both 1953 and the 4-year average. F.o.b. sales on Pascal, 16-inch crates, 2-6 dozen were first quoted the week ending July 9 with prices ranging from \$2.25-2.50. Values held around this range for the balance of July - ranging from 2.00-2.60. Prices declined during August with sales the week ending August 6 ranging from \$1.40-2.50 and at the month's end \$1.40-1.75. Values firmed moderately in September with sales the week ending Sept. 3 ranging from \$1.40-1.75 and increasing to \$1.50-2.00 the week ending October 1. F.o.b. sales in October ranged from \$1.50-2.25. F.o.b. sales on Golden Heart in 16-inch crates, 3-8dozen, for fresh market, generally followed Pascal trends. Processors' sales, which utilize the bulk of Golden Heart, were below 1953. Cold storage holdings for fresh market were very light, with cleanup at around the same price as harvest colse plus storage.

Production & Yields: Both acreage and production of the 1954 Michigan early and late celery crop were considerably below 1953 and the previous 4-year average. 1954 yields were slightly less than 1953 and the 4-year average. The Crop Reporting Board, AMS, final 1954 December 1 estimate placed the early celery crop at 598,000 crates as compared to 712,000 crates in 1953 and 679,000 crates for the previous 4-year average, a reduction of 16% from 1953, and 12% from the 4-year average. The Michigan 1954 late crop celery estimate was placed at 765,000 crates as compared to 870,000 crates in 1953 and 930,000 crates for the 4-year average. This was a reduction of 12% from 1953 and 17% from the average.

Varietal trends: The trend of fresh market demand for Pascal type over Golden Heart continued in the 1954 season. Trade advice indicates probably 75% of the 1954 production was Pascal type and 25% Golden Heart. The main distribution outlet for Golden Heart was to processors. Quality of the 1954 crop was reported above average, as growing conditions were favorable throughout the season, however, pack could be improved. There were some complaints that some stock, especially early, was cut too soon for stalks to reach prime maturity and size - and adversely affected trade demand for Michigan stock for a considerable period.

Shipments: Michigan's 1954 rail celery shipments amounted to 28 cars and compared to 30 cars in 1953. This is only a fraction of distribution, with most stock moving to market by truck. Due to widespread movement from farm to market, no effective procedures have been set up to secure truck movement. On the basis of the Crop estimate, the early and late 1954 crop amounted to 1,363,000 crates. On a basis of 450 crates per car, total production would amount to 3,029 cars.

Celery Unloads. Combined Rail & Truck - Carlot basis: Unloads are tabulated for all States for nine principal markets, using Michigan celery during the active shipping season, June through October on pages . A review of unload data indicates the following:

Atlanta, Ga.: 1954 Michigan unloads, June through October, amounted to 78 cars, and compares to 51 cars in 1953 and 69 cars in 1952. Michigan's competitive position improved over that of the past two seasons. Michigan celery accounted for half or more of celery used in Atlanta during this period for the 3-year period tabulated.

Chicago, Ill.: 1954 Michigan unloads amounted to 588 cars as compared to 710 cars in 1953 and 710 cars in 1952, thus indicating distribution to this point lost ground the past season. Michigan unloads amounted to 50% or more of stock used in Chicago during each of the past three years during Michigan's shipping season.

Cincinnati, Ohio: Truck data was available for Cincinnati only during the 1954 season. 1954 Michigan unloads for period June through October amounted to 10 cars. California unloads during the same time amounted to 177 cars and for all States to 277 cars. Due to lack of truck data for prior seasons, comparisons are not available.

Cleveland, Ohio: Unload data, rail & truck, for the past three seasons, do not indicate any Michigan unloads in this market. California, Ohio and New York are the principal suppliers of this market.

Detroit, Mich.: Truck data for Detroit only available for 1954, so comparative data lacking. Michigan 1954 rail & truck unloads in 1954 amounted to 32 cars for the four month period and compare to total unloads of 447 cars.

Kansas City, Mo.: Michigan unloads on this market are limited, with 1954 figures for period June through October totalling 7 cars as compared to 3 cars in 1953 and 1 car in 1952. Total Kansas City unloads for the period were as follows: 1954 - 196 cars; 1953 - 196 cars and 1952 - 184 cars.

New Orleans, La.: Michigan 1954 unloads for shipping season amounted to 62 cars as compared to 47 cars in 1953 and 47 cars in 1952; a better than 30% increase in distribution to New Orleans Michigan stock accounted for approximately 40-45% of celery used in New Orleans for the past three years during this 4-month period.

Pittsburgh, Pa.: Michigan 1954 unloads for the 4-month period amounted to 83 cars, a decline from 102 cars in 1953 and 96 cars in 1952. Michigan stock accounted for approximately 1/5 to 1/6 of Pittsburgh's requirements in this 4-month period.

St. Louis, Mo.: Michigan 1954 unloads amounted to 40 cars for the shipping period and is an increase over 1953 unloads of 25 cars and 1952 unloads of 19 cars. Roughly, Michigan supplied from 9-13% of St. Louis' supplies during this 4-month period.

Further details on unloads available in the tabulations to follow.

CELERY - Crop Value, National. Released by Crop Reporting Board, AMS, Washington, D. C. , final (Dec.1) 1954 report; 1/

SEASONAL GROUP AND STATE	PRICE PER CRATE				VALUE 4/	
	4-year average 3/ 1949-52	1953	1954	4-year average 3/ 1949-52	1953	1954
	- Dollars -			- 1,000 Dollars -		
Winter:						
California	2.52	1.85	2.30	6372	6133	7560
Florida	2.54	1.65	1.85	8869	6613	7400
Arizona	2.79	1.95	2.30	642	156	451
Group Total	2.54	1.74	2.06	15883	12902	15411
Spring:						
Florida	2.14	2.60	1.55	5769	6217	4320
California	2.31	3.10	1.95	6078	9554	6843
Group Total	2.22	2.88	1.77	11848	15771	11163
Early Summer:						
New York	2.56	2.25	1.60	757	788	536
New Jersey	2.68	2.00	1.65	616	518	396
Massachusetts	3.95	3.90	3.20	548	546	432
Ohio	3.20	3.05	3.15	1006	891	819
MICHIGAN	2.34	1.70	1.95	1571	1091	1166
California	2.49	2.30	2.05	2749	3324	3272
Group Total	2.64	2.29	2.09	7247	7158	6621
Late Summer:						
Oregon	2.42	3.00	2.25	210	156	117
Washington	1.79	1.85	1.45	389	462	334
Colorado	1.89	2.20	2.20	994	1045	990
Utah	2.20	2.40	1.80	652	331	286
Group Total	2.04	2.18	1.94	2244	1994	1727
Early Fall:						
Pennsylvania	2.59	2.35	2.95	392	247	310
New York	2.18	1.85	1.80	1938	1628	1386
Massachusetts	3.20	3.15	2.85	452	428	370
Ohio	2.41	2.25	2.95	395	313	339
MICHIGAN	2.00	2.00	1.85	1838	1652	1415
Group Total	2.22	2.05	2.03	5015	4268	3820
Late Fall:						
California	2.29	2.05	2.10	9840	9354	9374
New Jersey	2.24	1.70	1.80	390	323	337
Group Total	2.28	2.04	2.09	10229	9677	9711
ALL STATES	2.34	2.18	1.99	52466	51770	48453

1/ Mostly for fresh market but includes production used for processing and for dehydration.

3/ Group averages (including all States) are simple averages of annual data for the group.

4/ Value is for the marketing season or crop year and does not correspond to calendar year income.

CROP ESTIMATE - CELERY - NATIONAL: Released by Crop Reporting Board, AMS, Washington, D. C., 1/ final (Dec.1) 1954 report: Acreage, Yield & Production for 1954, 1953 & 4-year average (1949-52).

SEASONAL GROUP AND STATE	ACREAGE 2/			YIELD PER ACRE			PRODUCTION		
	4-year av. 3/ 1949-52	1953	1954	4-Year av. 3/ 1949-52	1953	1954	4-year av. 3/ 1949-52	1953	1954
	Acres	Acres	Acres	Crt. 5/	Crt. 5/	Crt. 5/	1,000 crt. 5/	1,000 crt. 5/	1,000 crt. 5/
Winter:									
California	3450	3900	3800	752	850	865	2577	3315	3287
Florida	5950	6100	5900	624	665	690	6/ 3734	6/ 4056	6/ 4071
Arizona	330	200	280	654	600	675	216	6/ 120	196
Group Total	9730	10200	9990	668	734	756	6527	7491	7554
Spring:									
Florida	4020	3900	4700	694	620	690	6/ 2774	6/ 2418	6/ 3243
California	2200	2300	2900	1208	1340	1210	2653	3082	3509
Group Total	6220	6200	7600	874	887	888	5428	5500	6752
Early Summer:									
New York	680	700	750	431	500	500	291	350	6/ 375
New Jersey	640	700	600	355	370	400	232	259	240
Massachusetts	350	330	330	392	425	410	139	140	135
Ohio	710	650	650	418	450	400	320	292	260
MICHIGAN	1420	1500	1300	478	475	460	679	6/ 712	598
California	1180	1700	1900	938	850	840	1088	1445	1596
Group Total	4980	5580	5530	552	573	579	2748	3198	3204
Late Summer:									
Oregon	180	80	80	595	650	650	6/ 105	52	52
Washington	470	480	480	476	520	480	6/ 225	250	230
Colorado	1100	1000	900	510	475	500	6/ 562	475	450
Utah	470	300	300	630	460	530	299	138	159
Group Total	2220	1860	1760	535	492	508	1191	915	891
Early Fall:									
Pennsylvania	420	300	300	362	350	350	154	105	105
New York	1900	1600	1400	495	560	550	6/ 938	6/ 896	770
Massachusetts	370	350	350	382	390	370	142	136	130
Ohio	400	330	280	406	420	410	164	139	115
MICHIGAN	2120	2000	1800	438	435	425	930	6/ 870	765
Group Total	5220	4580	4130	446	469	456	2327	2146	1885
Late Fall:									
California	8300	7800	7200	520	585	620	4308	4563	4464
New Jersey	460	400	420	375	475	445	173	190	187
Group Total	8760	8200	7620	512	580	610	4481	4753	4651
ALL STATES	37140	36620	36630	612	655	661	22702	24003	24937

1/ Mostly for fresh market but includes production used for processing and for dehydration.
 2/ Acreage available for harvest including mature acreage abandoned or only partially harvested because of low prices or other economic factors.
 3/ Group averages (including All States) are simple average of annual data for the group.
 4/ Approximately 60 pounds.
 5/ Includes some quantities not marketed and excluded in computing value: Winter, Florida, 48,000 crates in 1953 and 71,000 in 1954; Arizona, 40,000 crates in 1953; Spring, Florida, 27,000 crates in 1953 and 456,000 in 1954; Early Summer, New York, 40,000 crates in 1954, Michigan, 70,000 crates in 1953; Early Fall, New York, 16,000 crates in 1953 and Michigan, 44,000 crates in 1953.

MARKETING MICHIGAN CELERY

1954 Season

WEEKLY PRICE RANGE JOBBING SALES MICHIGAN CELERY 1954 IN IMPORTANT MARKETS: (Cont'd)

		NEW ORLEANS		ATLANTA		CINCINNATI		ST. LOUIS	
Week		PASCAL	PASCAL	GOLDEN HEART	PASCAL	GOLDEN HEART	PASCAL	GOLDEN HEART	PASCAL
Ending		16" crates	16" crates	4/5 crates	16" crates	16" crates	16" crates	16" crates	16" crates
July	16	3.50-4.00	3.50-3.75	3.50-3.75	3.00-3.50	2.50-3.00			
	23	3.25-4.00	3.25-3.50	3.25-3.50	2.00-3.50	1.50-2.50			
	30	3.25-3.85	3.50-4.00	3.25-3.50	2.00-3.25	--		1.50-3.25	
Aug.	6	3.15-4.00	3.25-4.00	3.25-3.50	2.50-3.25	--		2.00-2.50	
	13	2.75-3.75	3.00-3.25	--	1.25-2.75			1.25-2.00	
	20	2.75-3.50	2.75-3.00		1.50-2.50				
	27	2.75-3.25	2.50-3.00		1.50-2.50				
Sept.	3	2.65-3.25	2.50-2.75		1.00-2.25			2.00-3.25	
	10	2.75-3.25			1.50-2.50			2.50-2.75	
	17	2.75-3.50	2.75-3.00		1.75-2.75			2.00-2.50	
	24	3.00-3.50	2.75-3.00		2.00-2.75				
Oct.	1	2.90-3.25	2.75-3.00		2.00-2.50				
	8	2.90-3.25			2.25-2.50				
	15				2.00-2.50				

1954 CELERY CROP - WEEKLY RAIL SHIPMENTS FROM MICHIGAN AND COMPETING STATES - DURING MICHIGAN'S SHIPPING SEASON:

Week Ending	MICH.	Calif.	N. Y.	Utah	Others	1954#	1953*
July 3	--	266	--	--	--	266	194
10	--	363	--	--	--	363	361
17	--	378	--	--	--	378	309
24	--	355	--	--	1	356	300
31	--	284	--	--	1	285	220
Aug. 7	--	227	--	--	2	229	208
14	--	213	--	--	4	217	219
21	--	195	10	--	1	206	216
28	--	161	21	--	2	184	217
Sept. 4	--	170	25	--	1	196	273
11	--	206	25	12	5	248	269
18	--	166	20	19	2	207	336
25	2	193	28	29	5	257	277
Oct. 2	5	171	38	30	2	246	183
9	5	211	39	24	1	280	336
16	1	235	36	37	3	312	313
23	1	376	22	30	3	432	293
TOTAL 1954#	28**	3841	269	181	325	4644	4524
FINAL 1953	20	10075	346	148	17602		28191

(#) Through October 23, only. (*) For comparable periods in 1953.
 (**) Includes 14 cars previously reported under "Others".

The following tabulation shows weekly price ranges of f.o.b. prices for Michigan celery during the 1954 season and includes both summer and fall crops. Quotations are for sales on stock of generally good merchantable quality and condition & cover mostly the sizes indicated:

WEEKLY RANGES OF F.O.B. CELERY PRICES AT WESTERN MICHIGAN SHIPPING POINTS - 1954:

Week Ending	PASCAL 16" crates 2 1/2-6 doz	GOLDEN HEART 16" crates 3-8 doz	Week Ending	PASCAL 16" crates 2 1/2-6 doz	GOLDEN HEART 16" crates 3-8 doz
July 9	2:25-2:50		Sept. 3	1:40-1:75	1:90-2:00
16	2:00-2:50	2:45-2:75	10	1:50-2:00	1:90-2:00
23	2:10-2:60		17	1:50-2:25	
30	2:15-2:60	2:70-2:75	24	1:75-2:10	
Aug. 6	1:40-2:50	2:00-2:50	Oct. 1	1:60-2:00	
13	1:50-2:00	1:65-2:25	8	1:50-2:00	
20	1:40-1:75		15	1:75-2:25	
27	1:40-1:75	2:00-2:25			

Figures in the following tabulation are compiled from daily market reports issued from the Benton Harbor Market News office and cover sales of Michigan Celery in important terminal markets. Price ranges are for jobbing sales in less than carlot volume for stock of generally good merchantable quality and condition. Quotations are on complete size ranges.

WEEKLY PRICE RANGE JOBBING SALES MICHIGAN CELERY 1954 IN IMPORTANT MARKETS:

CHICAGO:

Week Ending	GOLDEN HEART 16" crates	HEARTS 1/2 crates	PASCAL 16" crates	HEARTS Squares
July 9	\$1.50-3.50	2:00-2:50	2:00-3:00	2:00-2:50
16		1:00-2:25	1:50-2:50	1:00-2:25
23	2:00-3:50	1:00-3:00	1:75-2:00	1:00-2:30
30	1:50-3:00	1:00-1:75	1:25-3:25	1:00-1:75
Aug. 6	1:25-2:00	.75-1:75	.75-2:50	.75-1:25
13	1:00-2:00	1:00-1:50	1:00-2:50	.75-1:25
20	1:50-2:50	.75-1:50	1:00-2:25	1:00-1:50
27	1:00-2:00	.75-1:25	1:00-2:25	.75-2:00
Sept. 3	1:25-3:00	1:00-1:50	1:25-2:00	1:00-2:00
10	1:50-3:00	1:00-1:50	1:00-2:50	1:00-1:50
17	1:00-3:00	.75-1:50	1:25-2:50	1:00-1:50
24	1:00-2:00	.50-1:75	1:00-2:50	.75-1:50
Oct. 1	1:00-2:50	1:00-2:50	1:25-2:50	1:00-1:75
8	1:25-2:00	.50-2:00	1:00-2:00	.75-1:50
15	2:00-3:00	1:00-2:00	1:00-2:25	.75-1:50

CELERY UNLOADS--PRINCIPAL TERMINALS HANDLING MICHIGAN STOCK

Celery unloads rail and truck combined by states for months of June through October for 1954, 1953, and 1952 seasons.

DATES: Calif. : Fla. : Geo. : Mich. : N.Y. : : : : : TOTAL

	Calif.	Fla.	Geo.	Mich.	N.Y.				TOTAL
<u>A T L A N T A :</u>									
1954									
June	7	17		1					25
July	17			11					28
Aug.	6			15	1				22
Sept.	3			33	6				42
Oct.	3			18	5				26
TOTALS	36	17		78	12				143
1953									
June	10	15		2					27
July	10			12					22
Aug.	5			19	1				25
Sept.	3			18	5				26
Oct.			2						4
TOTALS	28	15	2	51	8				104
1952									
June	8	13		3					24
July	2			20					22
Aug.	1			23	1				25
Sept.	2			23	2				27
Oct.	4				2				6
TOTALS	17	13		69	5				104

DATES: Calif. : Colo. : Fla. : Mich. : Ohio : Utah : Wash. : Canada : TOTAL

	Calif.	Colo.	Fla.	Mich.	Ohio	Utah	Wash.	Canada	TOTAL
<u>C H I C A G O :</u>									
1954									
June	175		72	8				1	256
July	141			94	1			1	237
Aug.	73			148	1				222
Sept.	53			186		3			242
Oct.	81			152		4	1		238
TOTALS	523		72	588	2	7	1	2	1195
1953									
June	174		60	16					250
July	135	1	1	137				1	275
Aug.	90	4		188					282
Sept.	80	2		176		7			265
Oct.	95	1		193		9			298
TOTALS	574	8	61	710		16		1	1370
1952									
June	115	1	89	10				3	218
July	112	3		175					290
Aug.	72	6		182					261
Sept.	54	16		178		19			267
Oct.	112	7		181		7	1		308
TOTALS	465	33	89	726		26	1	4	1344

DATES: Calif. : Fla. : Ohio : Colo. : Ind. : Mich. : N.Y. : Utah : TOTAL

	Calif.	Fla.	Ohio	Colo.	Ind.	Mich.	N.Y.	Utah	TOTAL
<u>C I N C I N A T I :</u>									
1954									
June	52	16	1						69
July	45								45
Aug.	28				1				29
Sept.	21		3		4	6		1	35
Oct.	31		2		5	4	2	6	50
TOTALS	177	16	6		10	10	2	7	228
1953*									
June	34	12							46
July	51								51
Aug.	28								28
Sept.	32						1		33
Oct.	45						1	2	48
TOTALS	190	12					2	2	206
1952*									
June	21	30							51
July	26			1					27
Aug.	26		2	1		5			34
Sept.	23							6	29
Oct.	43							5	48
TOTALS	139	30	2	2		5		11	189

(*) No Truck for the years 1953 and 1952.

CELERY UNLOADS--PRINCIPAL TERMINALS HANDLING MICHIGAN STOCK (Con't)

DATE	Calif.	Ohio	N.Y.	Utah	Fla.	TOTAL
<u>C L E V E L A N D :</u>						
1954						
June	56	10			42	108
July	61	30				91
Aug.	30	28				58
Sept.	32	30	4	1		67
Oct.	34	24	13			71
TOTALS	213	122	17	1	42	395
1953						
June	43	14			43	100
July	48	39				87
Aug.	29	39				68
Sept.	50	34	2			86
Oct.	34	38	8			80
TOTALS	204	164	10		43	421
1952						
June	21	16			46	83
July	32	41				73
Aug.	28	28				56
Sept.	25	36	3	1		65
Oct.	26	38	9			73
TOTALS	132	159	12	1	46	350
<u>D E T R O I T :</u>						
1954						
June	115	41				156
July	109	1	2	3		115
Aug.	50		5		1	56
Sept.	32		17		5	54
Oct.	56		8		2	66
TOTALS	362	42	32	3	8	447
1953						
June	89	28	4			121
July	91	1	10			102
Aug.	22		16			38
Sept.	22		9		2	33
Oct.	61		5		10	76
TOTALS	285	29	44		12	370
1952						
June	58	64	2			124
July	62		17			79
Aug.	28		13			41
Sept.	16		17			33
Oct.	96		12		2	110
TOTALS	260	64	61		2	387
<u>K A N S A S C I T Y :</u>						
1954						
June	2	35	1			38
July		45				45
Aug.		26			4	30
Sept.		35			2	43
Oct.		31			1	40
TOTALS	2	172	1		7	196
1953						
June		34	1			35
July		28		1	3	32
Aug.		16		2		18
Sept.		36			4	40
Oct.		28		1	8	37
TOTALS		142	1	4	3	162
1952						
June		27	4			31
July		36		1		37
Aug.		19			1	20
Sept.		23		4	19	46
Oct.		43			7	50
TOTALS		148	4	5	1	26
						184

CELERY UNLOADS--PRINCIPAL TERMINALS HANDLING MICHIGAN STOCK (Con't)

DATE	Utah	Calif.	Fla.	Mich.	Colo.	N.J.	N.Y.	Canada	TOTAL
NEW ORLEANS:									
1954									
June		14	7						21
July		15		12					27
Aug.		10		19					29
Sept.		14		18	3				35
Oct.	2	3		13					23
TOTALS	2	61	7	62	3				135
1953									
June		9	9	1					19
July		16		12					28
Aug.		14		11					25
Sept.		9		13		1			23
Oct.		16		10		2			28
TOTALS		64	9	47	3				123
1952									
June		7	16	2					25
July		13		17					30
Aug.		8		8		2			18
Sept.		8		13		2			23
Oct.		9		7					16
TOTALS		45	16	47		4			112
PIFFTSBURGH:									
1954**									
June		78	38	5					122
July		81	3	21	1				106
Aug.		63		20	1				84
Sept.		60		23	1		10		94
Oct.	5	53		14	2		16		91
TOTALS	5	335	41	83	5		26		497
1953									
June		67	28	6					101
July		75	2	19	3				99
Aug.		56		32	1		1		90
Sept.		64		27			10		101
Oct.	2	68		18			20	1	109
TOTALS	2	330	30	102	4		31	1	500
1952									
June		36	48	5				1	89
July		52		21	4	1	1	1	80
Aug.		56		21	1			2	80
Sept.	8	39		28	4		10	1	90
Oct.	7	53		21	3		19		103
TOTALS	15	236	48	96	12	1	30	4	442
(**) Includes Arizona l. for June and Washington l. for October of 1954.									
S T. LOUIS:									
1954									
June	46	28							74
July	60		3						63
Aug.	51		4						55
Sept.	42		20						62
Oct.	35		13			14			62
TOTALS	234	28	40			14			316
1953									
June	40	14							54
July	54	2	3						59
Aug.	42		4						46
Sept.	41		11			4			56
Oct.	40		7			10			57
TOTALS	217	16	25			14			272
1952									
June	35	34							69
July	44		3						47
Aug.	27		7	2					36
Sept.	31		6	1	2	9			49
Oct.	41		3	2		4			50
TOTALS	178	34	19	5	2	13			251